



WP6 - Dissemination and valorization

Deliverable 6.1:

Target-oriented communication plan



Deliverable 6.1	Target-oriented communication plan
Related Work Package:	6 - Dissemination and valorization
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Grant Agreement Number:	n° 641661
Instrument:	Horizon 2020 Framework Programme
Start date of the project:	01.07.2015
Duration of the project:	36 months
Website:	www.POWERSTEP.eu
Abstract	The plan will detail communication activities per audience target, communication rules as well as information flow between partners and communication team.

Dissemination level of this document

<input checked="" type="checkbox"/>	PU	Public
<input type="checkbox"/>	PP	Restricted to other programme participants (including the Commission Services)
<input type="checkbox"/>	RE	Restricted to a group specified by the consortium (including the European Commission Services)
<input type="checkbox"/>	CO	Confidential, only for members of the consortium (including the European Commission Services)

Please refer to this report as Target-oriented Communication Plan.

Versioning and Contribution History¹

Version	Date	Modified by	Modification reasons
v.01	05.10.15	Elizabeth Van Den Bergh	Post GA meeting Berlin
v.02	16.10.15	Boris Lesjean	Steering Committee Review
v.03	05.11.15	Christian Loderer	Project coordinator Review
v.04	12.11.15	Elizabeth Van Den Bergh	Integrate feedback in final version

^[1] Note: this document will be regularly updated in the course of the project (especially the dissemination calendar), following the progress of the dissemination strategy in the project.



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1 GENERAL OBJECTIVES

1.1 Objective of the project²

The project POWERSTEP is built to achieve a real paradigm shift in wastewater treatment processes: to convert sewage treatment plants (STEPS) into power production facilities (POWER) while still achieving a high effluent quality for the treated wastewater.

1.2 Objective of WP6: dissemination and communication support

- To build a team
- Accelerate internal/external exchanges of information and networking opportunities
- To ensure the scientific audience and recognition of POWERSTEP and its members
- To facilitate market penetration
- To make wastewater power 'as famous as wind or solar energy': translate scientific processes into accessible knowledge

Considerable efforts will be made to strengthen the information, knowledge and communication exchanges in order to better guarantee the dissemination of the results and market uptakes of concepts and technologies developed by POWERSTEP.

The dissemination strategy is based on **three major integrated steps**:

1. Information and knowledge management: set the foundation and process³ (M1 – M36)

Coordinated efforts to install, develop and widespread the branding and the values of POWERSTEP as a community of organisations working on the future WWTP. The aim is also to ease the exchange of information and knowledge between the different partners.

- Communication chart and dissemination strategy: setting up the visual and discursive identity of POWERSTEP
- The mapping of stakeholders, the development of key relationship, the work with networks
- Analysis of medias and identification of key scientific contributions from POWERSTEP

² Description of Action (DoA)

³ Reference to DoA TASK 6.1



- Tools and materials to structure exchange and shared references of members of POWERSTEP

What it means: activities and products

- Develop logo, visual identity, templates
- Develop well structured and clear webpages – institutional web
- Enhance understanding thanks to videos
- Establish communication process
- Set stakeholders mapping and communication strategy priorities
- Target members and set strong network of > 5,000+ contacts
- Make a choice of cloud-based services for document sharing

Internal communication: among members of POWERSTEP

External communication: among target groups in participating countries (GER, SE, DEN, GER, AT, CH)

Lead: Arctik together with project coordinator

2. Know-how translation and targeted brokerage (M1 – M36)⁴


The purpose is to establish strong relationships with primary target groups e.g. municipalities, policy makers; local relays of communication and recognised experts, via scientific publications, reports, conferences and fact sheets. □


Partners will ensure:

- Communication flows articulating the local and EU scales, scientific and policy recommendations, general communication tools and scientific / policy fiches
- The reputation of POWERSTEP towards its market and end-users

Activities will be aimed at:

- Maximizing the visibility and impact of POWERSTEP both in the water sector as within municipalities
- Raising awareness of the potentials of wastewater as a source for renewable energy

 **B&SU** (KWB subcontractor) will be in charge of dissemination towards decision-makers and end-users targeting EEA and Fedarene networks and will manage the organisation of at least four dissemination events with municipalities.

 **UBA** will ensure an efficient science and policy interface towards regulatory authorities. Therefore UBA will initiate and lead discussion with Environment

⁴ Reference to DOW TASK 6.2



Protection Agencies of Member countries, with the European Environment Agency, JRC's and DG-Env, in the context of the EU energy transition. UBA will review the current regulations and prepare a Policy Brief. UBA will use POWERSTEP outcomes to feed national and European Strategies on resource efficiency and green economy.

- 🔑 **Arctik** will support activities and provide adequate communication tools and materials.

A more detailed description of the activities and roles for 6.2.1. and 6.2.2. can be found under chapter 2. Dissemination plan.

What it means: activities and products

- Targeted dissemination and valorization activities towards specialist communities, municipalities, and regulatory / political bodies.
- Best practice website : knowledge sharing web
- Policy brief
- One international workshop
- One summer school
- Two webinars

Internal communication: among members of POWERSTEP

External communication: among target groups in participating countries (GER, SE, DEN, GER, AT, CH)

Lead: UBA, ARCTIK, BSU (refer to chapter 3), project coordinator

3. Large spectrum communication (M18-M36)⁵

Once enough consolidated material is available the communication will be extended from participating countries to a larger audience. The objectives are to promote POWERSTEP as a key innovation breakthrough at a larger scale, to reach the public and media interest, via workshop, site visits, articles and website.

ARCTIK will develop story driven tools to engage the general public and journalists with:

- The dissemination of a wide range of communication activities including providing regular news: four e-newsletters, updates on its website, regular events in different countries and field visits.

⁵ Reference to DOW TASK 6.3



- The design of innovative transmedia website based on story telling to introduce to POWERSTEP while discovering wastewater management and the production of energy.
- The writing of stories combining scientific knowledge with individual point of view and anecdotes.
- The development of technics immersing the viewer into the plant and introducing playful information and gaming technics to “visit the virtual energy positive WWTP”.
- Establish press relations: press conferences will be organized on case-study sites and strategic contacts with journalists will be thought with the objective of reaching at least 10 articles in national print media / specialized magazines / TV / social media.

What it means: activities and products

- Develop one communication toolkit per demo site
- Organise one press conference / site visit per demo site
- Media relations campaign with large diffusion national print media/specialized magazines/TV/social media

Internal communication: among members of POWERSTEP

External communication: among target groups in participating countries (GER, SE, DEN, GER, AT, CH) and other countries.

Lead: Arctik and project coordinator

Support: case study leaders

The three steps in the communication activities are designed to follow the progress of the POWERSTEP project activities. Once POWERSTEP has provided significant results communication activities will expand their target from participating countries (in the consortium) to other EU countries.



2 (PRACTICAL) METHODOLOGY

2.1 How do we do it?

To reach the ultimate goal of market penetration of energy producing wastewater treatment plants we propose to follow a three steps approach. This approach known to the world of sales and marketing, has also proven effective for communication activities. This approach answers the 'how?' question.

2.1.1 KNOW | LIKE | TRUST: three cumulative steps in POWERSTEP communications

Communication activities will follow the "know – like – trust" approach. This approach means **people will engage and do business with people they know, like and trust, in that order.**

KNOW	Who are you? What do you do? Should I care?
LIKE	Do I like you? Do I like what you have to say?
TRUST	Are you an expert? Can you help me?

Here is how this approach will work for POWERSTEP.

1) A communication that "catches the eye" | KNOW

To raise awareness and achieve market penetration our target audience must first **know** about the POWERSTEP project. A communication concept with a bold visual will help here.

The visual is the first thing many people will see about the POWERSTEP project. The visual should be distinctive, innovative, and provide key information.

The visual will come with a bit of text, to make sure the questions 'Who are you? What do you do? Should I care?' are answered.

This is where the 'communication concept' intervenes. As explained under chapter 3.

Lead: Arctik

2) Provide attractive information | LIKE



Once our target groups have taken the first step to know about POWERSTEP, POWERSTEP needs to provide more detailed information about the project. This is the step where our target audience will start to **like** the POWERSTEP project. This can be done with a simple article, not too long, a video or a motion design video, a recorded interview, info graphic, an executive summary...The story angle is important here to engage people.

Lead: Arctik
Support: partners

3) Go deeper! | TRUST

At this stage, the target is seriously interested and must be fed with the 'serious stuff'. Case-studies and technologies will be discussed here.

An important role is put aside here for the communication kits for demo-sites, scientific articles, proof points, as well as the consortium presence at workshops and events.

We communicate because we want our audience to do something. Therefore we will include calls to action such as 'register to the newsletter', 'meet us at event x' whenever and wherever appropriate. This is to ensure this person leaves his/her contact details.

Lead: Arctik
Support: partners

The KNOW | LIKE | TRUST approach is integrated within the three major steps. Together with the communication tools, it creates the POWERSTEP communication mix.

2.1.2 Engagement triangle

The strategic approach of the engagement triangle helps structure communication activities over time. The triangle has proven effective and facilitates placing different communication activities on a **timeline following the different layers of the triangle** leading to an effective engagement of target audiences.

The triangle is focused on attracting customers (people new to the POWERSTEP project) on the top and focused on keeping them engaged towards the bottom layers.

Overall the engagement triangle serves the ultimate objective market penetration of energy positive WWTPs. It forms the basis for an effective process to secure target-

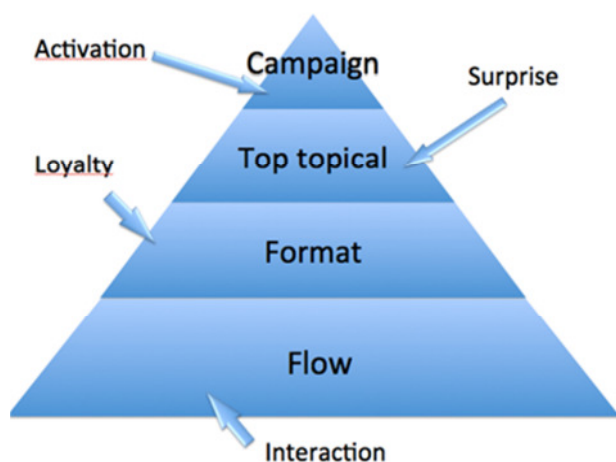


oriented communication and for the large spectrum communication, which we aim for in the third year.

On top of the pyramid there is the **Campaign**. A campaign serves to attract new 'customers'. Typically a campaign will be organized once or twice a year. Examples are the launch of a campaign with the POWERSTEP logo and slogan, communication kits for demo-sites, the final workshop.

Then there is the **Top Topical** communication; this part refers to engagements via external hooks, for example International Water Day. This part also refers to the four regional workshops with municipalities. On average, a Top Topical communication action will be organized on a monthly basis or every two months.

To maintain a steady relationship over time a fixed **Format** such a newsletters is used to enhance loyalty among customers. Newsletters go out on a regular moment, depending on the amount of new information available. The frequency should be consistent.



At the bottom of the pyramid there is the **Flow**, this refers to the daily interaction with customers via social media and via email.

Fig. 2.1 Engagement triangle.

2.2 Internal and external communications

POWERSTEP internal communication and external communication are closely linked and dependent on one another. The content and messages of our internal and external communications are similar and will cross-pollinate each other.



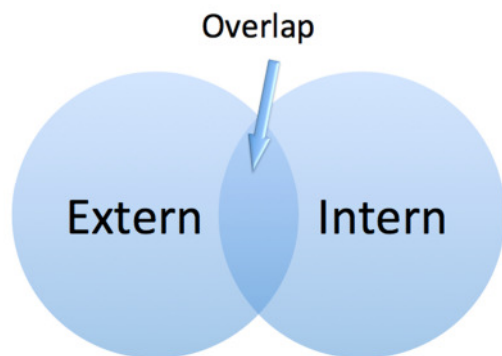


Fig. 2.2 Internal / external communication

Communication is vital for any project that involves more than one person, and the need to collaborate increases with the complexity of the project. We propose therefore that a good collaboration is established between the technical experts and the communication experts. The technical experts will provide the correct information and the communication experts the know-how to translate this information for the target audience and bring it to them.

Internal communication will:

- Encourage knowledge sharing among members of POWERSTEP by exchanging information (library, thematic folders, press review) and build strong knowledge management for better knowledge translation.
- Develop the group's cohesion to encourage productivity and cooperation.

Main deliverables include a cloud-based service, database management, workshops and webinars.

→ **Is there anything to communicate? Every 3 months**

→ **Cloud service for documents sharing / basecamp**

2.3 Communication angles

The list below comes from Communication Strategy (2015-08-04) first reflections by Céline Hervé Bazin, p. 16 and is part of Annex 2 - 1st Steering Committee Meeting.

- 🔧 The WWTP of the future, POWERSTEP is targeting industrial, wastewater treatment challenges and the WWTP of tomorrow or contributing Green-house policies;
- 🔧 Energy-efficiency and water efficiency nexus
- 🔧 Sustainable water, wastewater and energy management
- 🔧 Carbon emission reductions, contributing to mitigate climate changes
- 🔧 Innovation for EU jobs, expertise and know-how



2.4 Unique selling points

The list below comes from the proposal Powerstep “Wastewater to energy” under the section Objective of POWERSTEP on p.3:

- 🔑 Breakthrough innovation: the WWTP will be net energy producer! Wastewater as the last forgotten source of biomass for renewable energy
- 🔑 No additional needs for power infrastructure, as WWTPs are already well connected in energy supply network and close to power demand (big cities)
- 🔑 First coordinated European project demonstrating energy positive WWTPs as cost effective combination of technological solutions
- 🔑 Technical excellence and trans-disciplinarity in consortium: pioneer concepts in cooperation between wastewater and energy sectors
- 🔑 Demonstration with first large-scale references: Best practices for next generation WWTPs integrated with global assessment
- 🔑 Ground-breaking progress beyond State-of-the-Art: > 50% increase in energy recovery in WWTPs documented by ‘SMART’ goals (auditable, ambitious and realistic) for each technology
- 🔑 Outstanding market and environment impact: Global yearly market value of up \$30 Billion, energy cost savings for WWTP operators in Europe of at least €1.7 Billion per year and 5.9 Million CO₂ reduction per year
- 🔑 Maximization of impact: dedicated efforts on replication and dissemination targeting municipalities, regulatory bodies and international networks to accelerate market penetration

Feedback collected during the work meeting on communication during the kick-off on the unique selling points and angles can be found in the annexes.



2.5 List of deliverables

More detailed information on the deliverables can be found under Chapter 3. Dissemination plan.

Table 01: overview of deliverables in WP6: dissemination and valorization

Deliverable	Title	Lead beneficiary	Type	Dissemination level	Month
D6.1	Target-oriented communication plan	15 - ARCTIK	Report	Public	3
D6.2	Visual identity, flyer and website	15 - ARCTIK	Websites, patents filling, etc.	Public	7
D6.3	Communication kit for demo-sites	15 - ARCTIK	Websites, patents filling, etc.	Public	12
D6.4	Innovative website	15 - ARCTIK	Websites, patents filling, etc.	Public	18
D6.5	Four regional workshops with municipalities	15 - ARCTIK	Websites, patents filling, etc.	Public	30
D6.6	Knowledge transfer website	15 - ARCTIK	Websites, patents filling, etc.	Public	36
D6.7	Policy brief	10 - UBA	Report	Public	36
D6.8	Final workshop: international conference	15 - ARCTIK	Websites, patents filling, etc.	Public	36
D6.9	Final communication towards selected interest groups	15 - ARCTIK	Websites, patents filling, etc.	Public	36



2.6 Main target groups

An outline of the main target groups for the POWERSTEP project have been listed in the proposal.

1. **Members of POWERSTEP:** Members of the consortium and related (demo site)
2. **Funding partner and EU members:** EU project management team, EU members, DG Environment, DG Research, Horizon 2020, EU arena (EC and EP)
3. **Demand side, policy and regulation:** Policy-makers, regional and local authorities and decision-making organisations that will decide the funding and the implementation of WWTP.
4. **Supply side:** Industries, SMEs will be active in market uptakes and replications (utilities, B2B brokers, etc.)
5. **Science:** Researchers and specialists will use and exchange about water management challenges. They will be the best ambassadors of POWERSTEP and bring their scientific endorsement.
6. **Community:** Medias and networks primarily specialised on water, energy and environmental issues and general media will bring awareness to policy makers, utilities and more generally, citizens.
7. **Individuals:** Citizens will be ultimate beneficiaries from technologies developed by POWERSTEP and indirect communication targets.

Target group 1 and 2 are targets for internal communication, the others for external communication.

The two key audience targets for communication activities towards market uptake are:

- Target group 3: EU and MS regulatory bodies through UBA
- Target group 6: Municipalities through B&SU

Market uptake will be impaired by non-adapted non “incentivising” policies. Municipalities should include Powerstep concepts in their climate strategies.

A detailed mapping has been executed during the communication breakfast, and will continue all along the course of the project. More info can be found in the annexes.



2.7 Primary focus of the communication activities: case-study sites

Case studies	Organisations / companies	Countries
Westewitz	KWB	Germany
Källby	VWT	Sweden
Avedore	BIOFOS	Denmark
Braunschweig	VEO	Germany
Kirchbichl	TUV	Austria
Altenrhein	EAWAG	Switzerland

All case-study leaders are involved in WP6. They are the technical experts that will provide essential input for the communication activities. The case studies are the heart and soul of the POWERSTEP project. The case studies in the different test plants will provide material for the story lines that will be used in the communication and especially in the large spectrum communication.

Why do we need well thought story lines?

- Because it's an Innovation and technology driven project - we need to show it
- Because stories tell more than just positive facts and figures, stories are about human beings, their emotions and the challenges they overcome – that's why stories engage people
- Apparently because the industry is rather traditional – we need to demonstrate visually, on site... that it works!



2.8 Challenges

The communication on the POWERSTEP project will inevitably encounter some challenges. We prepared ourselves and identified some important challenges and present them with solutions.

Challenge: Wastewater treatment plan isn't a very sexy topic. Creating energy from excrement even less so...

- ☞ **Solution:** "Play it bold" and be audacious. Apply a daring communication concept. Use compelling stories to prove the interest of the POWERSTEP project.

Challenge: WWT and water industry is (apparently) a very conventional, traditional industry that only slowly moves towards innovative solutions

- ☞ **Solution:** Provide scientific results, case-based – provide proof points (facts, figures, statistics, anecdotes, metaphors) to support message of energy positive WWTP. Use a network of innovative municipalities (EEA Network) and WWTP managers open to innovation and challenge them out on the topic.

Challenge: Communicate complex innovation in an easy way

- ☞ **Solution:** be simple and straightforward.
As Albert Einstein said: "Most of the fundamental ideas of science are essentially simple, and may, as a rule, be expressed in a language comprehensible to everyone."

Challenge: Communicate to different target groups. Different target groups speak different languages. It is important to take this into account;

- ☞ **Solution:** segmented communication / adapt the message (reference to point integrated steps 1,2,3)

Challenge: Communication is left aside from technology discussions; partners "*forget to communicate*"

- ☞ **Solution:** keep focus on communication activities in support of POWERSTEP's strategic objectives. Regular internal reminder '*is there something to communicate?*'



2.9 How to include WP6 partners in the communication efforts?

Successful communication builds on team efforts. Arctik suggests the following activities to include WP6 partners in the communication efforts:

- 🕒 Every three months Arctik will provide a report on what has been done under WP6. Arctik also suggests organising a skype call or de visu meeting with WP6 partners every six months to discuss progress and identify specific needs of information exchange for the upcoming communication activities.
- 🕒 Furthermore Arctik is preparing an editorial calendar, which will be shared with WP 6 partners. Input from partners will be requested for the implementation of the editorial calendar.
- 🕒 Case studies are the main focus in the communication activities. In this regard close collaboration between the case-study leaders and Arctik is needed to prepare interviews, testimonies, the press release and the communication kit for the demo-sites.
- 🕒 B&SU and UBA are privileged partners for the dissemination activities. B&SU (KWB subcontractor) will be in charge of dissemination towards decision-makers and end-users targeting EEA and Fedarene networks and will manage the organisation of at least four dissemination events with municipalities. UBA will ensure an efficient science and policy interface towards key end-users such as political bodies, authorities and decision makers.

Table 02: WP6 effort

Partner number and short name	WP6 effort
1 - KWB	8.00
2 - TU WIEN	2.00
3 - EAWAG	2.00
4 - Fraunhofer IPM	2.00
5 - Veolia Germany	1.00
6 - AnoxKaldnes AB	4.00
7 - Neas Energy A/S	2.00
8 - BIOFOS	1.00
9 - Berliner Wasserbetriebe	1.00
10 - UBA	9.00
11 - Electrochaea.dk	1.00
12 - APS	1.00
13 - Sustec	1.00



14 - Atemis GmbH	1.00
15 - ARCTIK	13.00
Subcontractor B&SU	estimate
Total	49.00 + B&SU

2.10 Background communication research and mapping

We conducted a short online benchmarking of the chosen name of the project, various communication campaigns related to wastewater, energy efficiency, plants or industrial challenges. This serves as first perspectives to develop innovative communication strategies and tools to further promote POWERSTEP

Naming

Below you can find a list with search results showing other products, projects and services the name POWERSTEP is used for:

<http://www.POWERSTEP.com.au> (Security operating system)

<https://www.POWERSTEPs.com> (Orthopedic)

<http://www.amp-research.com/products/truckaccessories/POWERSTEP/> (Steps for trucks)

<http://www.plantes-et-jardins.com/p/19309-secateur-lame-a-enclume-POWERSTEP-fiskars> (Garden cutter)

<http://www.hurricaness.com/treestand-POWERSTEP.php> (Step for hunters)

<http://www.POWERSTEPusa.com> (Fitness devices) – “Power-step” is a online fitness class on Youtube.

<http://www.POWERSTEPinc.com> (Steps for engines)

<http://www.abilitylifting.co.uk/POWERSTEP-lifts> (Multi-lifting steps)

GOOGLE RESULTS

- Insoles

- Fitness classes

https://www.google.fr/search?q=POWERSTEP&biw=1273&bih=902&source=lnms&sa=X&ved=0CAYQ_AUoAGoVChMI_9H2tbSQxwIVDxWSCh3g8AgJ&dpr=1

Images:

POWERSTEP: insoles / steps for cars-trucks

One interesting slogan: "there's magic in motion"

https://www.google.fr/search?q=POWERSTEP&biw=1273&bih=902&source=lnms&tbn=isch&sa=X&ved=0CacQ_AUoAmoVChMImr-6tLSQxwIViBiSch1Tdg_B



Examples of communication campaigns

Movies

Gates Foundation (waste / toilet):

<http://www.youtube.com/watch?v=fdwvuTrycYU>

Slogan - " Let's put our shit together "

The Drugs We Wash Away: Pharmaceuticals, Drinking Water and the Environment

<http://www.youtube.com/watch?v=OYbRIJLBzn4>

Lyonnaise des Eaux (water treatment):

<http://www.youtube.com/watch?v=r2PMHy9RYbw>

SIA (wastewater treatment):

<http://www.youtube.com/watch?v=qTa2JTdqxts>

SIAAP (wastewater treatment)

http://www.youtube.com/watch?v=_la11MDko-8

Games / Awareness tools

Grace Communication Foundation (energy efficiency)

<http://www.sustainabletable.org/1163/the-meatrix>

<http://www.gracelinks.org/3075/energy-tools-and-calculators-from-around-the-web>

Creative infography

Water is your business: <http://waterisyourbusiness.org>

Every last drop: <http://everylastdrop.co.uk>

Urban water explorer: <http://www.visualizing.org/full-screen/16266>

Heads up! <http://headsuptimesquare.com/water/>



2.11 Tools

In this section an overview of the various communication tools for the POWERSTEP project are listed. The tools have been selected to support the three steps process in the communication.

Visual identity

- POWERSTEP logo
- Attractive visual identity
- PowerPoint template
- Word template for reporting

Events and meetings

- Communication breakfast and mapping exercises
- GA meetings
- Site visits
- Regional workshops (4)
- Press points on case-study sites
- Enterprise Europe Network brokerage events
- Policy conferences
- Webinars (2)
- Presentations at international conferences

Editorial & Publications

- Testimonies of project ambassadors
- Regular news on the website
- Events
- Interviews

Video

- Motion design to explain "*how it works*"
- Buzz video of partners
- 'On-site' visit and 'mini documentary'

Written communication support tools

- Flyer, booklet, report
- Communication kit per demo site
- Policy briefs
- Scientific publications (10)
- Final report (executive summary for different stakeholder groups)



Social media

To support all other communication activities it is recommended POWERSTEP partners are active on Facebook, LinkedIn and Twitter to give greater visibility to the POWERSTEP project.

Social media should be used in a targeted way to reach scientific journalists (through blogs and platforms on environmental science, climate change, energy transition etc) and to reach sustainable / smart city platforms (targeting municipalities). Regulatory bodies at national level might not be very active on social media, but the European Commission is. We will engage with targeted EC tweeters.

#POWERSTEP_EU

Website: communication framework

The POWERSTEP web website will provide an open forum for interaction and exchange between project beneficiaries, public authorities, and private sector stakeholders. Over the duration of the project, stakeholders will be encouraged to access and learn how the WWTP of the future works.

Three successive developments will occur. **Institutional website, story driven / innovative website, knowledge sharing /transfer pages.**

To support interaction with local communities, the feasibility of using online stakeholder forums, Wikis, and /or an interactive blog to facilitate both an exchange of information and consultation on planned activities, discussions, and suggestions from with the general public, community groups, and community leaders both social and economic will be assessed. A simple private area for the partners should also be created.

Methodology

Collaborative methodology and show experience in applying the methodology for building website. The tenderer will be involved into the development discussion and decision making process to allow the budget to be controlled. As such short and longer term planning is needed (deadlines are provided).



General goal

Develop, maintain and host the Powerstep website. The domain name has been acquired by Arctik sprl and is currently hosted under OVH.

The development framework should allow Arctik to easily manage content, upload images, videos, pdf, change or add menu. A mainstream CMS is preferred.

Three successive development, one entry door



The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement° 641661



The **institutional website** – January 2016 - will allow the visitor to access all classical elements of a project website, description of the work, WP, expected results, latest information, consortium partners, EU disclaimer and logo etc. Latest news, brokerage events and conferences, articles and interviews, social media, network relations and synergies will be empathized as well as fact-sheets and any promotional activities related to the project will be regularly published on the website – the consortium aims at publishing an item at least every month on the website (see figure 1).

The focus in this « section »/entry door will be mainly on the visual identity and on the usability. The public website will need to be constantly discussed with the dissemination responsible of the project to evaluate which contents need to be published, which section should be accessible from where and so on.

It should include:



- Welcome page, objectives, contact, partners with a map, news and event, flyer in pdf, press room
- Rolling banners (central)
- Case-study pages – these pages will be updated with the project development, they will be the central point for the third web stage.
- Newsletter subscription (directly uploaded on ARCTIK campaign monitor) API.
- Social media as stick menu (possibility with *addthis*)

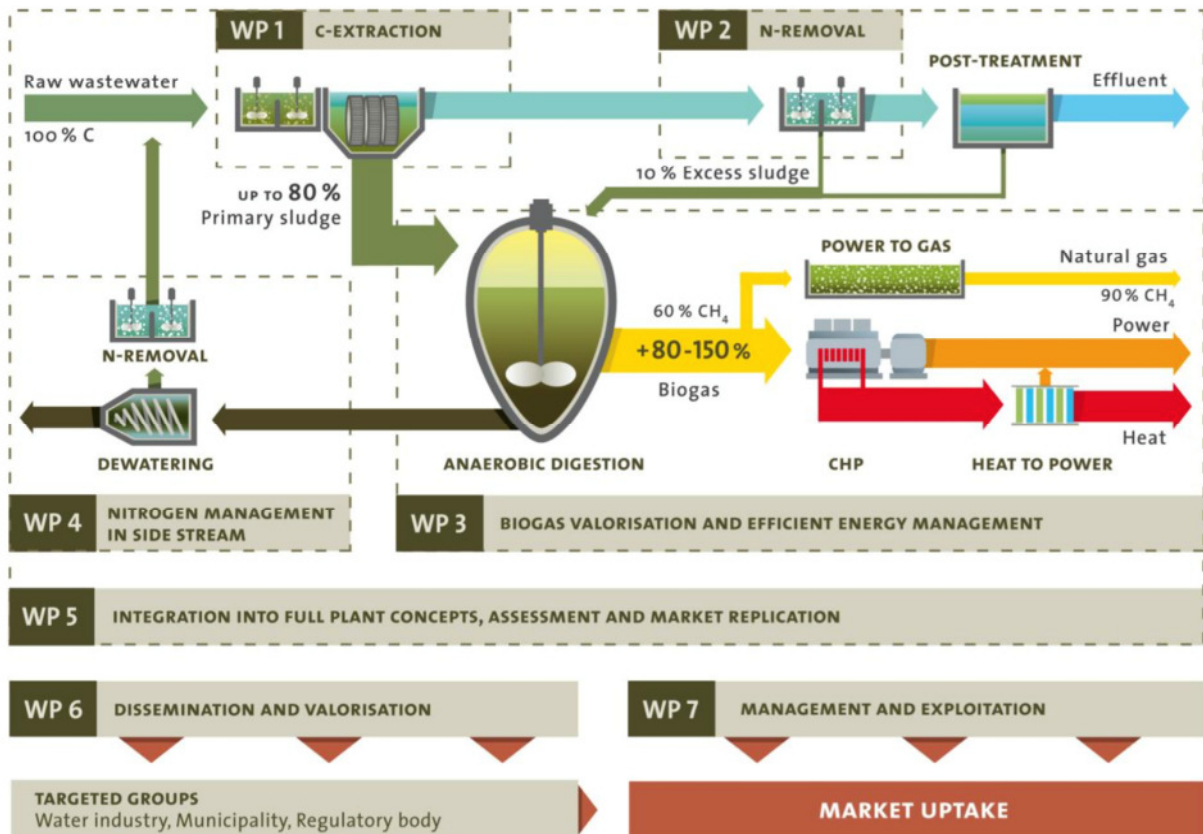
A limited private area for the partners should also be created, where information is shared between partners. Roles and passwords must be created. Mostly documents will be shared by the partners following Powerstep workpages and case-studies.

The story driven webpage - December 2016 - will combine a video of wastewater as the landscape of the website, explore a wastewater plant of the future and understand why POWERSTEP is about "Power wastewater to your life". This entry door will make emphasize in its design that the website is written as a story offering one way to navigate and follow the wastewater cycle till the production of sustainable energy. The idea will be to undertake the different steps described (see figure 2 and 3) and to tell stories to the viewer on the project management itself (the team), the challenges they addressed, the technologies they develop and how it brings value to any citizen house and society as a whole. Target is general public.

This part will be very much video driven.

This page will directly link to the institutional web-page from the homepage – as well as from the POWERSTEP general entry page (figure below).





Knowledge transfer website – month September 2017 – Targeting the specialist community, WWTP operators and planners, scientific community. The website will present in a structured ways technologies to improve energy efficiency in WWTPs and present results in case studies, large scale demonstrators and best practices (from Powerstep and examples from other initiatives).

This part will certainly be centred on the case-study, showing with a mix of video and documents the projects' results.

Each new development will be an entry door from www.powerstep.eu

(video driven – knowledge transfer)



 **ELENA FERRARIO**
PROJECT OFFICER AT THE
INTERREG IVC PROGRAMME
ANSWERS YOUR QUESTIONS



 HOW MUCH EU FUNDS SPENT?	 A TYPICAL INTERREG PROJECT	 WHAT IS INTERREG IVC?	 EU INTER-REGIONAL COOPERATION
 HOW MUCH EU FUNDS SPENT?	 HOW MANY REGIONS?	 HOW TO GET INVOLVED?	
 WHERE TO FIND GOOD PRACTICES?	 CAPITALISING ON INTERREG PROJECTS	 WHICH THEMES OF ACTIVITY?	 CONTACTS TO FIND OUT MORE

 MY INTERREG
  IN 10 STEPS
  GOOD PRACTICES
  QUIZ



About

INTERREG IVC
ASSOCIATION OF INTERREGIONAL
COOPERATION




3 DISSEMINATION PLAN

This part details the communication activities per audience target as well as the internal communication within the consortium. Please refer to the table 'Dissemination Plan' below. The dissemination plan will often be reviewed during the course of the project to stick with the project reality. Each year a detailed implementation table is set-up and regularly updated.

3.1 Year I (July 2015 – June 2016)

The dissemination strategy is based on three major steps: information and knowledge management, know-how translation and brokerage, and large spectrum communication. Year one focuses on the first two steps. :

- *Information and knowledge management*
- *Know-how translation and targeted brokerage*

3.1.1 Internal communication

Objectives:

1. Build a team
2. Know each other
3. Know what others are doing
4. Learn the POWERSTEP's reflex: what you do is interesting, we need to translate it
5. Map each members' network for the dissemination strategy

Deliverables internal communication⁶

- Draft communication plan before Kick-Off meeting, to be validated and completed at "breakfast mapping"
- Support preparation of kick off workshop policy (with UBA) in early 2016
- Who is who? ; Repertory of contacts' details / by skills / by network
- Logo with visual symbol + presentation layout by early September

⁶ Annex2: Minutes of Steering Committee



3.1.2 External communication

Objectives:

1. Set identity and "communication as usual": logo, slogan, baseline, short phrase, project summary, graphic charter, website
2. Setup institutional website
3. Provide information but not telling what we do or making promise: focus on challenges
4. Install signs of innovative communication and POWERSTEP's touch: we communicate serious but we are seriously having fun

Deliverables external communication:

- Logo with visual symbol + presentation layout by early September
- Institutional kit: graphic charter, website, bible of wording (slogan, baseline, short phrase, project summary)
- Preparation of communication with EEA network (with BSU)
- Press-release before/after Kick-Off meeting
- Regular e-newsletter circulated to >5.000 direct contacts (mailing list of KWB and partners)
- Choice of cloud-based services

The dissemination plan will be translated into an even more detailed editorial calendar in an Excel file.



Month	Type	Involved partners	Product/activity	Description product/activity	Target audience
2	Internal	Lead: Arctik	Logo, template (ppt, Word),	Design of Powerstep logo, layout in template, modification	Consortium
1-2	Internal	Lead: Arctik	Target-oriented communication plan (D.6.1)	Preparatory work, background reaserch, mapping, naming...Slogan	Arctik
3	Internal	Lead: Arctik Involved: consortium	website	URL purchased for 5 years, holding page design	Consortium, EC
3	Internal	Lead: Arctik Involved: consortium	Target-oriented communication plan (D.6.1)	Detail of communication activities per audience target; mapping of targeted audiences at communication breakfast; who is who internally in POWERSTEP – preparation of communication breakfast	Consortium, EC
3	Internal	Lead: Arctik Involved: consortium	Target-oriented communication plan (D.6.1)	Upload of D6.1 on Europa website	Consortium
3	Internal	Lead: Arctik Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium



3 (12 Oct)	Internal	Lead: Arctik Involved: KWB	Skype call	Discuss document management	
3 (12 Oct)	Internal	Lead: Arctik Involved: KWB	Skype call	Discuss IT and web	
3	External	Lead: KWB Involved: Arctik	Press release	Presse released drafted, publish and sent	Consortium
4	Internal	Lead: Arctik Involved: consortium	Cloud service	Decision taken on partner reporting and document areas	Consortium
5	Internal	Lead: Arctik Involved: case-study leaders	Editorial calendar	Editorial calendar prepared and proposed to partners (Case study leader video)	Consortium
5	External	Lead: case-study leaders Involved: ARCTIK, KWB	Press-release	Mapping of local and national media contact points; drafting of press release; monitoring of take up by media. Publication on main website (once ready)	Media
6	External	Lead: Arctik Involved: KWB	Interview with consortium leader	For communication in specialised media	All
6	Internal	Lead: Arctik Involved: consortium	Work package Skype meeting + minutes	Review of activities and progress towards achievement	Consortium



6	Internal	Lead: Arctik Involved: consortium	Is there something to communicate?	Email / call to consortium	Consortium
6	Internal	Lead: Arctik	Policy Breakfast in BXL	Send email invitation to Klaus	
TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
7	External	Lead: Arctik	Visual identity (D6.2)	Visual identity finalised POWERSTEP with slogan(s)	All external targets
8	External	Lead: Arctik	Flyer (D6.2)	Flyer is published	All external targets
9	External	Lead: Arctik	(Main) website (D6.2)	Institutional website ready	All external targets
9	Internal	Lead: Arctik Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium



On-going	External	Arctik, all partners	Social media	Regular posts and tweets on progress of the project and events	All external targets
10	External	Lead: Arctik Involved: project leaders	Interviews	Testimonies of project ambassadors (500 words + video clip)	All external targets
TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
11	External	Lead: B&SU Coordinator: Arctik	Dissemination	Dissemination of the above	Decision-makers and end-users
11	External	Lead: B&SU Coordinator: Arctik, KWB	Dissemination	Organisation of the first dissemination event with municipalities	Municipalities (POWERSTEP clients)
1-36	Internal	Lead: UBA Coordinator: Arctik	Policy	Initiate and lead discussions with EPAs of Member Countries, with EEA, JRC's and DG Env	Support to communication activities
1-36	Internal	Lead: UBA Coordinator: Arctik, KWB	Policy	Review current regulations; verify relevance of inclusion in BREF documents and in the INSPIRE initiative; draft of position paper or policy brief; feed National and European Strategies with POWERSTEP outcomes	Support to communication activities



6 - 12	Internal	Lead : KWB, ARCTik Involved: case-study	Site visit	Site visit disucssion, technology, and on-site interview (photos... videos)	Consortium // All
TBC	External	Lead: BSU	Regional/local event participation	<i>To be defined</i>	Specialist community and municipalities
TBC	Internal & External		e-newsletter	Newsletter including updates, info on upcoming events, etc on the POWERSTEP project	All
12	Internal	Lead: Arctik Involved: consortium	Is there something to communicate?	Email / call to contortium	Consortium
12	External		Communication kit for demosites (D6.3)	Visits to demosites; graphic charter, bible of wording	Delegations and general public
12	Internal	Lead: Arctik Involved: consortium	Work package skype meeting + minutes	Review of activities and progress towards achievement	Consortium



3.1.3 POWERSTEP LOGO

When we think about a brand's identity, the first thing that springs to mind is probably a logo, rightfully so.

A logo is the major graphical representation of a brand; it anchors the brand and becomes the single most visible manifestation of the brand within the target market. For this reason, a well-designed logo is an essential part of POWERSTEP's overall communication strategy.

The shape of the designed POWERSTEP logo refers to three elements at the core of the project:

- A toilet (sewage water)
- A power button
- A wastewater treatment plant

The three elements combined reinforce the meaning of Power (renewable energy), wastewater (sewage treatment plants), as well as the first chain infrastructure leading to the WWTP.

The POWERSTEP logo colours. The red colour is typical for energy products while the blue colour represents water. The contrast between the two colours highlights the radical innovative character of the POWERSTEP project: producing energy from water.



A logo that gives visibility – strong, contrasting colours

A logo centred on a meaning – energy from wastewater

A symbol with a triple signification – power, toilet, wastewater treatment plant



3.1.4 POWERSTEP visual identity

For effective and consistent communication the logo is further declined in a visual identity. It is declined to a PPT template, poster and report templates.

The visual identity will be updated in the course of October/November to keep the 'Egg plant' photo (received from the partners), adapt the Slogan,...



3.1.5 POWERSTEP communication concept

For effective communication and branding of the POWERSTEP project we have developed a visual and a slogan supporting the logo and the visual identity. An attractive visual provides consistency in the communication and it helps catching the attention.

Our target audience must know about POWERSTEP. It is by catching people's attention that we will activate the first step of the know-like-trust-approach (see methodology chapter 2.1.1).

Following the proposal made in the DOW, the visual is the first thing our target audience will see and remember about the project. This visual is distinctive, innovative, and



provides key information about the project. It should also include a call to action; re-tweet, newsletter subscription, or simply a mental 'bling'.

We choose a communication concept because we want to send the following message "we communicate on a serious topic, but we are seriously having fun". The mere fact of coming up with a *communication concept* is innovative in communication on science-based projects such as POWERSTEP.

The following concepts are the first steps of the "know – like – trust" approach. The goal is to provoke a click. We are playing with an element of humour around an otherwise serious topic. We are using the marketing convention in POWERSTEP

Note: The exact layout, slogan and wording should be reviewed at production stage and after discussion with the partners. The below layout are examples that won't be published as such.

Idea 1

A simple and efficient idea showing the toilet with a reference to the logo on the flush – energy button.



#POWERSTEP



Funded by
the Horizon 2020
Framework Programme
of the European Union



Idea 2**"I'M POOWERFUL"**

The idea is to work with images of powerful people (heads of state, high-level European politicians) and put them in a seated position. Possibly adding an element that refers to a toilet. The idea is that everybody is *Poowerful*, even powerful people.

The link to the industry should be made directly to balance the visual (humour) with facts.



Policy-makers have the power to change industry intensive practices.

POWERSTEP aims for a real paradigm shift in wastewater treatment process.

We convert sewage treatment plants into power production facilities...while achieving a high quality water treatment, of course!

Now you can relax.

www.powerstep.eu



3.2 Year II (July 2016 - June 2017)

Like year one, year two focuses on the first two steps of the communication process:

- *Information and knowledge management*
- *Know-how translation and targeted brokerage*

Important steps forward in the communication will be taken thanks to the communication kit for the demo-sites and the interactive website for the general public.

3.2.1 Internal communication

Objectives:

1. Monitor the team spirit
2. Take power: all team members grow into the role of POWERSTEP hero / ambassador
3. Facilitate expertise and networking exchanges
4. Work on scientific outcomes

Deliverables:

- Communication kit & bible of wording
- Agenda of events and publication, first publications
- e-news materials: interviews, policy brief
- Steering committees, annual event 2
- Visit to members/demo site: video, media training, collection of information
- Preparation of knowledge transfer website (36)

3.2.2 External communication

Objectives:

1. Start telling what we do
2. Work networking opportunities and partnerships with key networks / target groups
3. Develop stories and information based innovative content

Deliverables:

- Newsletter to network / targeted groups
- Attendance to conferences
- Information in partners' network (news, interview, key numbers)
- Test stories and innovative communication materials on target groups



Year 2 Month	Type	Involved partners	Product/activity	Description product/activity	Target audience
13	Internal	Lead: Arctik	Update dissemination plan		Consortium
TBC	Internal	Lead: Arctik Involved: consortium	To be completed		Consortium
TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
13	External	Lead: Arctik, BSU, TUV	Summer school organisation support		Specialist community and municipalities
14	External	Lead: B&SU Coordinator: Arctik	Dissemination	Organisation of the second dissemination event with municipalities	Municipalities (POWERSTEP clients)
14	External	Arctik and B&SU	Communication kit for demosites (D6.3)	Support delegations per demo site with dissemination of communication kits	Delegations and general public
TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
15	Internal	Lead: Arctik Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium



17	External	Lead: Arctic, BSU	Webinar		Specialist community and municipalities
TBC	External	Lead: Arctic, BSU	Regional/local event participation		Specialist community and municipalities
18	External	Lead: Arctic	Innovative website	Introducing the topic of energy positive WWTP in a friendly and playful way. User friendly, easy accessibility, informative and visually attractive.	General public
18	Internal	Lead: Arctic Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium
21	Internal	Lead: Arctic Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium
24	Internal	Lead: Arctic Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium



3.3 Year III (July 2017 - June 2018)

Year three encompasses all three steps of the communication, including the last one called large spectrum communication. By year three enough consolidated material will be available to extend the communication from participating countries to a larger audience.

3.3.1 Internal communication

Objectives:

1. Monitor the team spirit
2. Master power: everyone is a POWERSTEP hero / ambassador
3. Facilitate expertise and networking exchanges
4. Deliver scientific results

Deliverables:

- Scientific publications
- e-news materials: interviews, policy briefs
- Steering committees, annual event 3
- Final publication

D6.5	Four regional workshops with municipalities
D6.6	Knowledge transfer website
D6.7	Policy brief
D6.8	Final workshop: international conference
D6.9	Final communication towards selected interest groups

3.3.2 External communication

Objectives:

1. Mainstream information, stories and results to general public
2. Implement press relations toward different media (specialised and general)
3. Communicate results and accompany market dissemination

Deliverables:

- Up to 10 articles in press
- Story-driven transmedia website and social media campaign



- Final workshop



Year 3 Month	Type	Involved partners	Product/activity	Description product/activity	Target audience
TBC	Internal	Lead: Arctik	Update dissemination plan		Consortium
TBC	Internal	Lead: Arctik Involved: consortium	To be completed		Consortium
TBC	External	Lead Arctik Involved: consortium	Stories	Writing of stories combining scientific knowledge with individual point of view and anecdotes	General public and journalists
TBC			e-newsletter (extended target group)		General public and journalists
TBC			Website updates		
TBC			Field visits (study sites)		
TBC			Development of technics	Development of technics immersing the viewer into the plant and introducing playful information and gaming technics to visit the virtual energy positive WWTP	
TBC			Press campaign relations	Press conferences on case-study sites Objective: at least 10 articles in national print media / specialised magazines / TV / social media	



TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
25	External	Lead: Arctik, BSU	Webinar		Specialist community and municipalities
TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
27	Internal	Lead: Arctik Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium
30	Internal	Lead: Arctik Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium
33	Internal	Lead: Arctik Involved: consortium	Work package meeting + minutes	Review of activities and progress towards achievement	Consortium



36		Lead: Arctik	Knowledge transfer website	The website will present in a structured ways technologies to improve energy efficiency in WWTPs and present results in case studies, large scale demonstrators and best practices	Specialist community, WWTP operators and planners, scientific community
TBC	External	Lead: Arctik, BSU	Regional/local event participation		Specialist community and municipalities
36	External	Lead: Arctik, BSU, UBA,	Policy brief (D6.7)	The policy brief will analyse existing national and European regulations. Based upon economic study and cost/benefit analysis, recommendations will be made for policy development towards facilitating the market uptake of options for energy recovery from wastewater.	Regulatory authorities
36	External	Lead : Arctik, BSU	Final international conference (D6.8)		250 participants from specialist community and municipalities
36	External	Lead: Arctik, BSU, UBA,	Final communication (D6.9)	Executive summary	Local authorities, planners and operators, general public, etc



4 Annexes

4.1 Description of work and role of partners under WP6 - Dissemination and valorisation (Months: 1-36)

ARCTIK, KWB, TU WIEN, EAWAG, Fraunhofer IPM, Veolia Germany, AnoxKaldnes AB, Neas Energy A/S, BIOFOS, Berliner Wasserbetriebe , UBA, Electrochaea.dk, APS, Sustec, Atemis GmbH

Task 6.1: Information and Knowledge management (lead: ARCTIK) (M1-M36)

ARCTIK will develop:

- Communication chart and dissemination strategy setting up the visual and discursive identity of POWERSTEP.
- The mapping of stakeholders, the development of key relationship, the work with networks but also, the analysis of medias and identification of key scientific contributions from POWERSTEP.
- Tools and materials to structure exchange and shared references of members of POWERSTEP.

Task 6.2: Knowledge translation and targeted brokerage (lead: ARCTIK, UBA, BSU) (M1-M36)

Partners will ensure:

- Coordinated efforts to install, develop and widespread the branding and the values of POWERSTEP as a community of organisations working on the future WWTP.
- Communication flows articulating the local and EU scales, scientific and policy recommendations, general communication tools and scientific / policy fiches.
- The reputation of POWERSTEP towards its market and end-users.

6.2.1. Dissemination towards specialist community and municipalities (lead: ARCTIK, BSU) (M1-M36)

- Liaise with Expert Advisory Board: testimonies of “project ambassadors”.



- Coordinate efforts from members of POWERSTEP to write and submit at least 10 scientific publications (peer-reviewed) or presentations at international conferences.
- Participate to 3 regional/local events or conferences per year.
- Support delegations per demo sites with communication kit and organise at least to 2 webinars, the publication of a final report and the organisation of one final international conference.
- Support organization of a Summer school with TUV.
- B&SU (KWB subcontractor) will be in charge of dissemination towards decision-makers and end-users targeting EEA (cities) and Fedarene (regions) networks and will manage the organisation of at least four dissemination events with municipalities (POWERSTEP clients) in the frame of city climate strategies.

6.2.2. Dissemination towards regulatory authorities (lead: UBA, ARCTIK, BSU) (M1-M36)

UBA will ensure an efficient science and policy interface towards key end-users e.g. political bodies, authorities and decision makers.

- UBA will initiate and lead discussions with Environment Protection Agencies of Member Countries, with the European Environment Agency, JRC's and DG-Environment, in the context of the EU energy transition.

Considerable efforts will be made to strengthen the information, knowledge and communication exchanges in order to better guarantee the dissemination of the results and market uptakes of concepts and technologies developed by POWERSTEP.

The dissemination strategy is based on three major steps: information and knowledge management, know-how translation and brokerage, and innovation and public brokerage.

Concrete quantitative objectives are :

1. Information and knowledge management:
 - a. set stakeholders mapping and communication strategy priorities;
 - b. target members and set strong network of >5,000 contacts.
2. Know-how translation and targeted brokerage:
 - a. Targeted dissemination and valorisation activities towards specialist communities, municipalities, and regulatory / political bodies.
 - b. Best practice website and policy brief. 1 international workshop, 1 summer school, 2 webinars.
3. Innovative public brokerage: 1 communication toolkit per demo site for delegations, 1 press conference per demo site, large diffusion in national print media/specialized magazines/TV/social media, 1 innovative web transmedia.





- □□□ To support this activity, UBA will: review the current regulations, verify the relevance of inclusion in BREF documents and in the INSPIRE initiative, prepare Position Paper and / or Policy Brief.
- UBA will further use POWERSTEP outcomes to feed National and European Strategies on resource efficiency and green economy aiming at increased resource and energy recovery from wastewater and to support development of demonstration projects and reference plants.
- ARCTIK will support activities to provide adequate communication tools and materials.

Task 6.3: Innovative public brokerage (lead: ARCTIK) (M18-M36)

ARCTIK will develop story driven tools to engage the general public and journalists with:

- The dissemination of a wide range of communication activities including providing regular news: four e-newsletters, updates on its website, regular events in different countries and field visits.
- The design of innovative transmedia website based on story telling to introduce to POWERSTEP while discovering wastewater management and the production of energy.
- The writing of stories combining scientific knowledge with individual point of view and anecdotes.
- The development of technics immersing the viewer into the plant and introducing playful information and gaming technics to “visit the virtual energy positive WWTP”.
- Establish press relations: press conferences will be organized on case-study sites and strategic contacts with journalists will be made with the objective of reaching at least 10 articles in national print media / specialized magazines / TV / social media.



4.2 Communication mix (to be integrated into the editorial calendar)

Strategic Activities	steps/	1. Information and knowledge management	2. Know-how and translation and targeted brokerage	3. Public brokerage
Visual, layout		Visual identity		Communication toolkit
Strategy		Mapping, concept, process		
Web development		Website	Website	
Publication		Editorial	Interview, photos, site articles Scientific articles	Editorial
Database management				
Video productions		Video buzz	Motion design video	
Meetings, events (...)		GA, AB	Events, conferences, brokerage events → Final workshop	Case-study site visit / press tour/press points Four regional workshops with municipalities
Public relations		Formal and informal discussion	Events, emailing, editorial, video, viral publication	Targeted meetings, publication,...
Media relations		Press release		Press release
Social media				
Policy relations				Policy briefs
Legacy		A website online at least 2 years after the project	Final communication towards selected interest groups	Executive summary for local authorities, planners and operators, general public



4.3 Outcome communication breakfast

4.3.1 WORKING TABLE 1: ELEVATOR PITCH

Host: Christian Loderer

Task: pitch the POWERSTEP project

Answer the following questions:

1. What is POWERSTEP for you?
2. Why is POWERSTEP important for you?
3. Why should other people care?

The host will write down the answers.

The host will write a pitch from the answers.

Outcome: one pitch per time slot, 3 pitches at the end of the breakfast

Final pitch session #01
PS is the missing piece of a smart city.
Final pitch session #02
PS show readiness to transform `shit` into a resource.
Final pitch session #03
PS in an opportunity to be part of something cool and energy is part of the story.

4.3.2 WORKING TABLE 2: SLOGAN

Host: Boris Lesjean

Task: share your input on the proposed slogan

Title: « Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration »

Marketing slogan: « It's powerful sh*** we're dealing with »

Out come per time slot, 1 slogan. 3 slogans at the end of the breakfast

Serious slogan ideas

It's a powerful resource we are dealing with



Clean water / sustainable power / stepping towards a sustainable future

Tapping the resource from sewer extraction

Gain power from sewer

Power from water: stepping for a sound environment

“Untapped potential”

Smart ways from wastewater to powerful resource

Don't waste power, use energy from water

Bold slogan ideas

Shit, it's powerful

'Oh shit!' a multimillion € business!

Holy shit, it's biogas.

We make your poo work for you... and (we) clean the water too.

Poo Power / The power of Poo / Your Poo is power / Poo is green power.

Your flush is powerful.

Power from the people to the people.

Improve the climate with your flush

Sewer is power

Sewer is goldmine

It's all about Poower.

You've got the Poower

You flush, we boost

From flushes to flashes

Power from sewer

POWERSTEP. Energy is an inner issue.

POWERSTEP. We're all sitting on a power plant.



4.3.3 WORKING TABLE 3: MAPPING

Host: Christian Rémy

Task: mapping of target groups

Which contacts do you have in your personal/professional network in your country?

Please list them by category below.

Outcome: list with mapped contacts

Name of organisation	Country	Who has the contact	Contact name
EU level			
DG Environment	EU	Find right contact over JRC (Bernd Gawlik) or Tomas Turecky (P-REX)	
DG Research	EU	Erik Pentimalli (EC)	
DG Grow	EU	Christian Kabbe via P-REX	
DG Energy	EU	Thekla Heinel (B&SU) via Fedarene	
DG Regio (+ committee of regions)	EU	Thekla Heinel (B&SU)	
European Agency Environment	EU	Beate Werner via Boris Lesjean or Claus Bannick	B. Werner
JRC	EU	Bernd Gawlik	
Regulators			
National Agencies	Environmental	Claus Bannick should have the contacts	
ADEME	FR		
CEMAGREF	FR		
Agentschap (Agency of Ministry for Economic Affairs)	NL	Sustec	
Austrian Ministry of Environment	AT	Christian Loderer	
Municipalities			



European energy award network	EU	Thekla Heinel (B&SU)	
German city council	DE	Thekla Heinel (B&SU)	
German council for sustainability	DE	Theresa Lorenz (TSB)	
Covenant of mayors	EU	??	
Council of European Municipalities and Regions (CEMR)	EU	Thekla Heinel (B&SU)	
KL city network	DK	??	
Industry associations			
German wastewater association (DWA)	DE	BWB via Regina Gnirss (we have a LOI)	Johannes Lohaus
ÖWAV	AT	Christian Loderer	
DANVA Danish water association	DK	Dines Thornberg (BIOFOS)	
Swedish water association	SE	Daniel Hellström (?)	
European Water Association		Boris (we have a LOI), Christian Loderer	Johannes Lohaus
Fachverband Biogas	DE		Rene Walter Horst Seide
European Biogas Association	EU		Harm Grobrügge
Fachagentur Nachwachsende Rohstoffe	DE		Andreas Schütte
Biogasrat+	DE		Michael Roland
European Business and Innovation Centre network	EU	(we have a LOI)	Robert Sanders
Enterprise Europe Network	EU	(we have a LOI)	Cliona Howie
Industry			
CHP producers	..	Jana Heuer (Fraunhofer)	
IFAT trade fair	DE	all	
Implement entry point to			



POWERSTEP website on suppliers website		
TNO	NL	Theresa Lorenz (TSB)
Grid companies, e.g. ENTSO-E	EU	NEAS
National networks of grid operators (TSO = transmission service operators)	DK, DE, SE	NEAS
Science and water professionals		
WssTP	EU	Boris Lesjean + KWB (we have a LOI)
EIP action groups	EU	Boris Lesjean
IWA Specialist groups	Global	Christian Loderer
Energie en Grondstoffen Fabriek	NL	Sustec / Boris Lesjean (we have a LOI)
Network SIWAWI	DE	Johan Stüber (KWB)
STOWA	NL	Sustec
Wetsus	NL	Sustec
Community		
Public media		For this we should establish a separate list of scientific journalists in national papers, TV and radio (identify the right scientific and environment emissions). The journalists should be "seeded" early and regularly ...
Aquapress, IWA Water21, Umweltschutzmagazin, Der Standard		Christian Loderer
Local science events (e.g. "science night")	...	Partners have to look out for that!
Environmental NGOs: BUND,		



Greenpeace, WWF, NABU
(good contact Veolia
Germany)

Social Media

Identify right platforms
with scientific and
environment content
to tweet the
Powerstep news



4.3.4 WORKING TABLE 4: CONTENT

Host: Elizabeth Van Den Bergh

Task: share ideas for content / communication angles

The POWERSTEP communication efforts will be successful thanks to valuable content. Where do you see valuable content for the target audiences come from?

- Unique selling points
- Communication angles
-

Link USPs and communication angles to target audiences.

Check and discuss communication angles. Which angle works for which audience? Do you see other angles? How can we best sell POWERSTEP?

The host takes notes.

Outcome: completed list of USPs and communication angles linked to target audiences and commented.

Unique selling points	Target audience	Comment
Breakthrough innovation: the WWTP will be net energy producer! Wastewater as the last forgotten source of biomass for renewable energy.	Good for politicians, not for scientists	Not entirely true. It is not a forgotten source (scientists know about biogas since 100 yrs and used it). Neglected – last forgotten
No additional needs for power infrastructure, as WWTPs are already well connected in energy	Good for politicians,	This statement is a bit misleading. Only few plants have the infrastructure to produce energy, but it cannot be stored or given. (No



supply network and close to power demand (big cities).	not for scientists	connection to smart grid?)
First coordinated European project demonstrating energy positive WWTPs as cost effective combination of technological solutions. □	Scientists	Interesting for scientists that it is a coordinated European project. 'Fight for carbon'
Technical excellence and trans-disciplinarity in consortium: pioneer concepts in cooperation between wastewater and energy sectors. □	For politicians	
Demonstration with first large-scale references: Best practices for next generation WWTPs integrated with global assessment. □	End users, practitioners	
Ground-breaking progress beyond State-of-the-Art: > 50% increase in energy recovery in WWTPs documented by 'SMART' goals (auditable, ambitious and realistic) for each technology. □	Scientists	
Outstanding market and environment impact: Global yearly market value of up \$30 Billion, energy cost savings for WWTP operators in Europe of at least €1.7 Billion per year and 5.9 Million tCO ₂ reduction per year	Media	Big numbers appeal to media. Translate numbers into accessible metaphors. Honest numbers.
Maximization of impact: dedicated efforts on replication and dissemination targeting municipalities, regulatory bodies and international networks to accelerate market penetration □	Scientists	



		<p><i>PS is the way to clean the water better for the same price.</i> (Klaus)</p> <p>Power from water, one step closer to sustainable dev (Klaus)</p> <p>PS contributes to the water framework directive, by improved water cleaning. (ie clean from pharmaceutical residu is costly in terms of energy, PS is part of the solution)</p> <p>Western Europe – new countries (infiltration of waste water) -> PS has no partners from the new countries</p>
	<p>Funding bodies: ministries, industries who have a need but no technology</p>	<p>All USPs are quite general, go more into detail on different technologies, eg energy conversion, waste heat recovery</p> <p>-> who would be interested in which technology?</p>
	<p>Municipalities</p>	<p>Give municipalities a perspective on the technologies available.</p> <p>Possible to invest in one technology for improvement of energy-efficiency. (€ argument)</p>
Communication angles	Target audience	Comment
The plant of the future, POWERSTEP is targeting		Vague: what challenges?



industrial challenges and the industry of tomorrow or contributing Green-house policies;		
Energy-efficiency and water efficiency nexus		WWTP not only do their job they also contribute to energy efficiency
Sustainable water, wastewater and energy management		Green angle more important then economic angle.
Carbon emission reductions, contributing to mitigate climate changes		
Innovation for EU jobs, expertise and know-how		PS may be one of the game changers that leads to more innovation.
WWTP - > biogas and heat		
Energy – energy efficiency		
Climate change – COP15 Copenhagen Climate Conference		
Demonstration site ‘show technology works’ ‘proof technology works’	Scientists	Focus on demonstration. ‘This works’.



Political strategies, CO2 neutral goals, carbon emission goals as external drivers for Powerstep. "PS brings you (one step) closer to your xx goal"	Municipalities	Create demand Encourage demand
Shift in perception: Waste -> energy source		People start to live more consciously, producing their own food. Water, especially waste water doesn't have that kind of reputation.
€		ROI: no need to build an entirely new plant, it could be enough to invest in only one technology to improve WWTP



4.3.5 WORKING TABLE 5: CASE STUDIES

Host: Cédric Hananel

Task: imagine and extract possible stories from the case studies

What's the Red line between all case studies?

What kind of stories would you see coming from the case studies?

How do you expect the case studies to be communicated?

Outcome: input on case studies for communication tools

Table: overview of case studies

Nr.	Case studies	Organisations / companies	Countries
1	Westewitz	KWB	Germany
2	Kallby	VWT	Sweden
3	Avedore	BIOFOS	Denmark
4	Braunschweig	KWB	Germany
5	Kirchbichl	TUV	Austria
6	Altenrhein	EAWAG	Switzerland

What do you expect the communication 'Red line' be between all case studies?

The red line between all the case-studies is :

- resource recovery in particular and energy recovery
- applied science for sustainable development,
- cleaner water
- demonstration

Demonstration:

- show that the technology and the concept is actually working
- show to the techno purchaser that « it's real », come and touch it
(paint the pipes in different colours to explain better when doing site visits)

Use ETV to validate, verify the claim

→ Absolutely need to show (visually) the combination of all technology

Figure 2 must be reviewed and clearly the passway for the "demo website"

Need to show the steps (the map, the process)



What kind of stories would you see coming from the case studies?

How do you expect the case studies to be communicated in general?

People should tell the story themselves – we want to be energy positive

Too often WWTP new innovations have **technology failure**.

Quality of wastewater treatment is the most important and primary goal of a WWTP, then comes the energy production – it's a new generation away from the previous technologies

Utilities are the driver and main Target audience – they drive the purchase

« Don't communicate too early, be sure the technology works »

« Don't hide the failure, don't over sell it »

« Raising the bar of national benchmarking » (attention wwtp have very different standard around Europe)

« WWTP are part of the energy transition »

Show where we start and where we want to go (this is a good remark for the case-study template)

We must play on the ego of the municipality mayor 'we have a wwtp that is also energy positive, reduced the energy cost...

Also, better water treatment requires more energy, POWERSTEP can allow better cleaning at the same cost.

Use visuals such a soccer field and bread / comparison with understandable elements

Make a link with climate change

Make a link with Smart cities

Get images: WWTP photos + **CHIPS** + **SCHEMA**

Parallel discussions (October/November 2015)

- Arctik is currently setting up a simple temporary website to host a more information about POWERSTEP.



- Arctik is preparing a case-study template to be filled in by CS leaders. KWB will fill in the template first to test it and provide an good example;
- Arctik has developed a media relations strategy (soft sounding) and is currently preparing a HTML emailing with the final version of the press release (with the partners logos);
- The partners logos have been gathered, utilization clarified;
- Videos shoot in Berlin are currently being produced, awaiting for final visual identity;
- Editorial and final year calendar will be produced in November 2015;
- Project flyer will be drafted in November 2015

